

FEBRUARY, 1956

THE PRESIDENT'S PAGE

DEAR NAEBERS:

SEEMS LIKE THERE IS LESS TIME IN LIFE AS I GROW OLDER. AT LEAST, I FIND IT DIFFICULT TO GET THINGS DONE AT TIMES. HAROLD HILL IS MAD AT ME NOW BECAUSE THIS PAGE WASN'T HANDED IN A DAY EARLIER. CAN'T SAY I BLAME HIM. I HATE PEOPLE WHO CAN'T GET THINGS DONE ON TIME, DON'T YOU?

THERE'S A THING OR TWO ON MY MIND, THOUGH, I'D LIKE TO DISCUSS WITH YOU. FIRST, I'D LIKE TO CONSIDER WITH YOU SOME POSSIBLE CHANGES IN THE NAEB RADIO NETWORK OPERATIONS. THIS ISN'T AN OFFER, AND IT ISN'T A SUGGESTION ON WHICH I HAVE A DEFINITE FIXED VIEW, BUT IT'S ONE I'VE BEEN TOSSING AROUND IN MY MIND FOR SOMETIME.

SEEMS TO ME THAT WE SOMETIMES DON'T GET PROGRAMS DISTRIBUTED BY THE NETWORK; WHEN SOME OF THOSE VERY PROGRAMS ARE THE ONES WANTED BY SOME OF OUR STATIONS. I COULD PROVIDE SOME DATA OF PROOF, BUT THAT ISN'T PERTINENT AT THE MOMENT. I COULD EVEN REPEAT MY NORMAN REMARKS, WHERE I EXPRESSED OPPOSITION TO COMMITTEE ACCEPTANCE, NOT BECAUSE I HATE COMMITTEE MEMBERS, BUT BECAUSE THE MACHINERY ALWAYS CAUSES TROUBLE AND DELAY. I WON'T BELABOR THAT POINT EITHER; I GIVE IN TO DEMOCRACY.

IF THINGS ARE WORKING ALL RIGHT, WHY CAN'T THEY BE BETTER. WHY NOT TRY, ANYHOW?

THE THOUGHT OR IDEA: WHY NOT PROVIDE SOMETHING LIKE 80 PER CENT OF PROGRAMS APPROVED BY THE ACCEPTANCE COMMITTEE. ON IN-SCHOOL PROGRAMS, DO THE SAME, SAY ABOUT 80%. THEN FOR OTHER 20 PER CENT OF SERVICE OFFERED, LET STATION MEMBERS SELECT FROM ADDITIONAL OFFERINGS PROGRAMS THEY DESIRE.

TO PUT IT ANOTHER WAY, WHY NOT HAVE BASIC AND BONUS OFFERINGS BY THE NETWORK. BASIC MIGHT BE THE 80% SELECTED BY THE ACCEPTANCE COMMITTEE, AND BY SCHOOL ACCEPTANCE COMMITTEE. BONUS PROGRAM, COMPRISING ABOUT 20% OF THE SERVICE, WOULD BE SELECTED BY STATIONS UPON OFFERING BY NETWORK.

THE BONUS PROGRAMS, IF IDEA IS WORTHY OF CONSIDERATION OR PERHAPS ADOPTION, WOULD BE PROGRAMS MADE AVAILABLE TO THE NETWORK, BUT WHICH WOULD BE, FOR ONE REASON OR ANOTHER, NOT IN SAME GROUPING AS THOSE SELECTED FOR BASIC. THIS DOESN'T ALWAYS MEAN QUALITY IS INVOLVED; SOMETIMES QUALITY WOULD BE INVOLVED, LET'S FACE IT. BUT MY JUDGEMENT OF QUALITY ISN'T THE SAME AS YOURS. AND YOURS ISN'T THE SAME AS MINE. AND GEOGRAPHY HAS BEARING UPON INTEREST AT TIMES.

HERE, ADD JIM MILES' CONTRIBUTION. FOR EACH SERIES OF PROGRAMS OFFERED BY THE NETWORK IN THE FUTURE, BASIC OR BONUS (SOME WAY WILL SAY, WHAT B&B ON NAEB, WELL), A BRIEF CRITIQUE WOULD ACCOMPANY OFFERING. WE'D GET SOME WORKING NAEB CRITICS. WE WOULDN'T HAVE TO IDENTIFY, BUT IF WE IDENTIFIED AS X, Y, OR Z, WE'D SOON HAVE A BASE OF REFERENCE.

PRESIDENT'S PAGE --11

IF YOU FIND CRITIQUE TURNS OUT GO BE YOUR VIEWS, THEN YOU'D HAVE BASIS FOR JUDGEMENT ON FUTURE OFFERINGS.

WELL, THERE YOU HAVE THE IDEA IN BRIEF. BASIC AND BONUS PROGRAMS, ON SOME SUCH BASIS AS 80 AND 20 PER CENT. THE PERCENTAGES MIGHT NOT BE AS SUGGESTED. BONUS PERCENTAGE MAY BE TOO HIGH. AFTER ALL, WE MUST HAVE AN ECONOMICAL OPERATION, AND THAT MEANS WE CAN'T RUN AN 11-CHANNEL DUPLICATOR FOR ONE EACH OF 40 OR 50 STATION SELECTIONS.

ANYHOW, IF YOU THINK THE GENERAL SUGGESTION HAS SOME MERIT, WHY DON'T YOU COMMENT?

THINK AMONG OTHERS ELMER SULZER LIKES ELIMINATION OF TRIVIA, BUT HE'S ALWAYS TOO NICE A GUY TO MENTION THIS IN RELATION TO THE PRESIDENT'S PAGE. SO, I'LL TAKE ANOTHER CHANCE. MAYBE ITEMS AREN'T REALLY TRIVIA.

SKORNIA AND SCHOOLEY VISITED WITH DR. SEAY AND DR. MORRIS, DIRECTOR OF THE EDUCATIONAL DIVISION AND PRESIDENT OF THE W. K. KELLOGG FOUNDATION, RESPECTIVELY, IN EARLY JANUARY.

SCHOOLEY ATTENDED MEETING OF THE JOINT COUNCIL ON EDUCATIONAL TELEVISION AT ANN ARBOR ABOUT JANUARY 20TH. NOTE JCET IS NOW JOINT COUNCIL INSTEAD OF JOINT COMMITTEE.

YOUR PRESIDENT MET WITH SIX MEMBERS OF THE 1955 CONVENTION COMMITTEE IN CHICAGO RECENTLY. A NUMBER OF IDEAS FOR CONSIDERATION OF FUTURE CONVENTION COMMITTEES CAME UP IN THE REVIEW OF GOOD AND BAD POINTS ON THE 1955 CONVENTION.

HAVE VISITED WITH ELMER SULZER AT INDIANA, JIM MILES AT PURDUE, AND WITH WALDO ABBOT IN ANN ARBOR ON SOME OF MY RECENT TRAVELS. TALKED TO ED STASHEFF, MISSED GARNET GARRISON. GOOD TO GET AROUND TO SEE WHAT NAEBERS ARE DOING. WISH I COULD VISIT WITH MORE OF YOU. HOPE TO SEE BURTON PAULU IN MINNEAPOLIS BEFORE YOU READ THIS.

---FRANK E. SCHOOLEY

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.